

CLAIM AMENDMENTS

1. (Currently amended) Marketing apparatus including:
a surface, and
a light source directed at the surface, the light source configured to intermittently project a pattern onto the surface wherein the light source is turned on and off at a frequency to intermittently project the pattern in the range of 60 to 120 beats per minute, in use, the pattern being perceived primarily subliminally by a viewer.
2. (Original) Apparatus according to Claim 1, wherein the pattern includes a representation of a human face.
3. (Original) Apparatus according to Claim 2, wherein the pattern represents a smiling mouth and eyes.
- 4 (Canceled).
5. (Currently amended) Apparatus according to Claim ~~[[4]]~~ 1, wherein the frequency is 70 beats per minute.
6. (Original) Apparatus according to Claim 1, wherein the light source emits a

light of a single colour (e.g. white).

7. (Original) Apparatus according to Claim 1, wherein the light source emits multi-coloured light.

8. (Original) Apparatus according to Claim 1, wherein the pattern is formed using an array of bulbs or LEDs.

9. (Currently amended) Apparatus according to Claim 1, wherein a distance is provided between the light source and the surface [[is]] in the range of about 1 to 4 metres.

10. (Original) Apparatus according to Claim 1, wherein the light pattern reflected on the surface is not in focus to a viewer.

11. (Original) Apparatus according to Claim 1, wherein the surface includes an advertisement.

12. (Original) An installation incorporating a marketing apparatus according to Claim 1.

13. (Currently amended) Marketing apparatus including a light source configured to intermittently project a pattern at a frequency in the range of 60 to 120 beats per minute such that the pattern is perceived primarily subliminally by a viewer.

14. (Currently amended) A method of transmitting a "subliminal" advertising message including a step of intermittently projecting a light pattern at a frequency in the range of 60 to 120 beats per minute, in use, the pattern being perceived primarily subliminally by a viewer.

15. (Original) A method according to Claim 14, wherein the light pattern is reflected on a surface.